

MM 93-48

From: <Wavewrite@aol.com>
To: A16.A16(kidstv)
Date: 10/6/95 11:29am
Subject: The Digs

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OCT 6 = 1995

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

MM Docket 93-48

To Children's Programming Planning By The FCC

Classic gems of human challenge and bonds are forever being buried, rediscovered, renamed, and shaped by human creativity. We are at a time in history that "Differences" between people are being highly sensitized as the "Norm." But, in this "politically correct era" we seem to have lost the ability to recognize that racism, sexism, ageism, classism, mental and physical ableisms, will always be with us as we become more articulate of the fair ways to relate to these differences.

Our melting pot has a great broth, but..... This is the classic tension of individuals and society, and "between the lines" readings such as we find on "Golden Years" and "Seinfeld" are wonderful for children --

My one suggestion is to begin to plan the imagery of more children with disabilities. The medical model portrays people with serious medical problems -- We need to see more of how children with serious physical and neurological disabilities, such as cerebral palsy and autism, have inspired their families to forge new paths FOR society, not just INTO society.

Culture has evolved by working WITH people with serious challenges, and I'd like this addressed from a child's perspective so we can avoid rigidity.

And I believe we have several leaders in our society who have so thoroughly put their lives first in priority above their disability that they can clearly illustrate how to help preserve the ways many children do this also, quite naturally, when respect for others is held dear.

We can do this without getting trapped in the warm fuzzies. There are "devices" that we have discovered in social interaction analysis that illustrate humanistic TECHNIQUE. And lo and behold.....many of these are shared in nature....

There is so much emphasis on skill and feeling acquisition that we have overlooked many of our roots with nature....

the ability to be both natural and human.....
to be emotional always, technical always, together,

Humility With Wonder and Social Bonds
Individual Confidence With Talent and Accomplishment

Take some

Carl Sagan and Universal "wonder"
Marty Sender and Mr. Wizard "nature"
Wrapped in how language categories represent
what we find, and,
what we define

and we just might have a children's show that offers

"God, Nature and Nurture"

without hype

because the joy of discovery

is inherent when children are in

THE DIGS

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But, after a show like that,
and maybe before,
I would suggest some
physical exercise and dance to
handle the excitement it would cause.

I enjoyed this opportunity to share some thoughts with you.

Sincerely, Martin Michael Sawzin
Newton, Massachusetts

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MM 93-48

OCT 6 1995

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From: <NancyCels@aol.com>
To: A16.A16(kidstv)
Date: 10/6/95 10:29am
Subject: mm docket 93-48

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

... since most characters are superhero types anyway it would seem a good idea to let one of the characters who morph into a superhero/ine be a handicapped child... for some of them this is their dream... on the other hand, i can see some problems cropping up with sterotyping, and with children continuing to lack understanding about what a "handicap" is far better are the afterschool special type shows that show the "real" life of a handicapped child, i feel these promote better feelings, and understanding than other kids programming.

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MM 93-48

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From: <ABWriter@aol.com>
To: A16.A16(kidstv)
Date: 10/6/95 4:14pm
Subject: MM Docket 93-48

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

How to Best Fulfill the Children's Television Act

As a parent of two children, ages 6 and 2, I feel that the government must protect kids' interests regarding educational programming. I am a big supporter of Public Broadcasting and appreciate their efforts in providing shows such as "Reading Rainbow", "Sesame Street", and "Barney".

The other networks should be ashamed of what they promote as "educational".

Saturday cartoons provide no educational value and my kids are smart enough to see that these shows in no way compare to what they can find on PBS. Only Nickelodeon (available only to cable subscribers) comes close to PBS in offering programs that don't insult a kid's intelligence.

Government must intervene and force the tv industry to do a better job in producing quality children's programming. First Amendment rights are not being violated -- broadcasters must be made to "do the right thing". I think at least 10 hours of educational kid's programming per week is not too much to ask.

Support us parents -- get tough with the industry and demand that quality programming be provided. Thank you.

Kathy Morrell

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FCC MAIL ROOM

White Lake High School
P.O. Box 246
White Lake S.D. 57383
September 27, 1995

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Federal Communications Commissions
Office of the Secretary
1919 M St., NW
Washington, D.C. 20554

"MM DOCKET 93-48"

Dear Sir or Madam:

As members of the freshmen class of White Lake High School we are writing this letter in reply to your request for ideas and opinions about the educational shows. Our community presently receives educational programming through the public broadcasting station (PBS) and infrequently on major broadcasting networks. Many people also have cable t.v. that provides them with the Discovery channel; therefore, we have adequate access to educational programming.

We have observed that there are many good and plentiful educational shows for preschool and lower elementary; however, we feel there is not enough educational programming for junior high and high school age. We would like you to consider broadcasting more shows for the older children of society.

Yours sincerely,

Karisa Thompson
Sandy Falk
Brian Ruden
Joshua Mohnen
Sandy Falk
Karisa Thompson
Brian Ruden
Joshua Mohnen

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MMB

September 27, 1995

Mr. Reed Hundt, Chairman
Federal Communications Commission
1919 "M" St., NW
Washington, DC 20544

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Re: MM Docket No. 93-48

Dear Mr. Hundt:

I would like to register our opposition to further changes in the children's television rules in the strongest possible terms. This station, like most stations, has increased the amount of children's informational and educational programs broadcast and plans to continue to find new ways to serve the interests of the children in our coverage area. The current FCC rules are resulting in significantly increased children's informational and instructional programming.

This television station is one of six full power signals received by homes in our DMA, there are several low power TV signals, the largest cable system here presently provides 70 channels, Ameritech will shortly be serving this area as a cable TV provider with a large number of channels distributed over their fibre-optic network, two Direct Service Satellite, (DSS) services are already in place and three more will shortly be in service, all of which, when added to the rapidly expanding videotape, videodisc, computer network and other interactive media provide a plethora of choices for children's viewing and active participation.

This whole initiative seems to be a classic example of response to an issue when changing events make that response no longer appropriate. Research shows that children, given the option, will most frequently choose entertainment over instructional and informational material. Today's children in a cable household have as many as 14 choices of children's programs in a single time period in our community. In that kind of environment the commission's target programming is going to be largely ignored in favor of the more attractive entertainment programs, computer games and interactive media available. It is for this reason we have strongly advocated the use of educational and informational short program elements integrated in regular entertainment programs as the most effective means of reaching children. Short segment programming may be the most important programming for kids, yet it is not given proper credit under existing and proposed rules.

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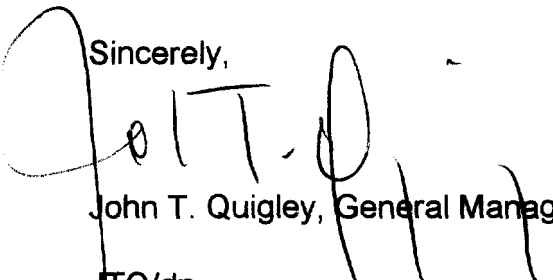
It also seems wrong that commercial television broadcasters should be required to carry the entire financial burden of this educational, and informational effort, which will be the net effect if commercial broadcasters are required to air these programs while alternative media can continue to provide simultaneous entertainment programs. Not only will commercial broadcasters bear the burden of program costs for material which will find little audience, the loss of children's audience to other entertainment media will result in substantially reduced revenues and could pose a severe hardship, especially for some UHF stations. With the acceleration of media fragmentation, the broadcast stations and television networks will increasingly find themselves squeezed between lower revenues caused by loss of audience and ever increasing operating expenses.

For these reasons and others, broadcast television should not be subjected to quantitative standards of children's informational and instructional programming. The whole concept of government dictation of programming on broadcast television is contrary to the intent of the first amendment and with the absence of limited distribution capability made obsolete by cable, satellite, video tape and discs, and interactive computer technologies, no longer justifiable by any other criteria.

All of us have a strong concern for the media exposure of children and the nature of the media to which they are exposed but, it should be apparent that broadcast television can no longer be the sole delivery system to be considered in a balanced solution for all of our children's media concerns. Many of these media are outside the ability of even government to control. Inescapable is the basic fact that parents, now more than ever, have to control media in their households for their families. The government and the broadcast industry cannot provide the solution which our people desire without sacrificing our basic liberties.

It is our sincere hope that the commission will make no further changes in these areas of concern until the industry and mass communications media changes already initiated have had their effect on the public, and the mass communications marketplace.

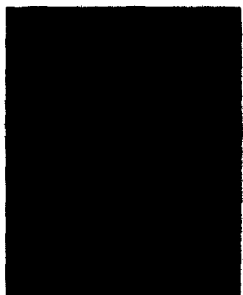
Sincerely,



John T. Quigley, General Manager

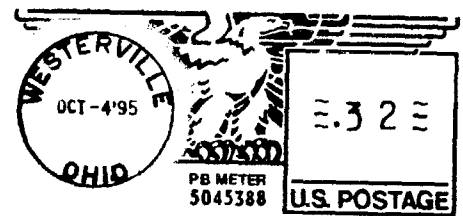
JTQ/dp

QC: Commissioners Quelo, Barrett, Ness, Chang



P.O. BOX 280
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OCT 06 1995

MAIL ROOM

Chairman Reed Hundt
Federal Communications Commission
1919 M St., NW
Washington, DC 20554

